

**To the Mayor and Members of the City Council****August 2, 2022**

Page 1 of 6

**SUBJECT: Update on Camp Bowie District, Inc. Banner Program in Public Improvement District 19 – Historic Camp Bowie**

This Informal Report provides an update to the Mayor and City Council on the proposed agreement with Camp Bowie District, Inc., (CBDI) for management of the City's vertical street banner program which will be on the August 9, 2022 agenda for your consideration.

**Background Information / History**

On March 12, 1998, the City Council adopted a policy and procedures governing the placement of banners within the public rights-of-way of the City on Mayor and Council Communication (G-12155) (the Banner Policy).

The policy governs the installation of vertical banners suspended from rods and brackets attached to City-owned metal street light poles ("Poles") within the rights-of-way and permits special agreements with non/not-for-profit organizations seeking to manage a banner program within a defined area of the City if recommended by the Director of Transportation and Public Works, the appropriate Council Committee and authorized by the Fort Worth City Council.

On August 14, 2001, the City of Fort Worth and Historic Camp Bowie, Inc. entered into City of Fort Worth City Secretary Contract No. 27074 for the management of a banner program on Camp Bowie Boulevard encompassing the boundaries of Public Improvement District 8 – Camp Bowie West. Per the agreement, Historic Camp Bowie, Inc., was allowed to, as compensation for its management services, charge and retain fees set forth in the Banner Policy from entities requesting banner placement.

**Current Structure**

On August 8, 2018, the City of Fort Worth established Fort Worth Public Improvement District No. 19 (Historic Camp Bowie) (PID), which replaced Public Improvement District No.8(Camp Bowie West) (PID) by allowing it to expire, adjusting the boundaries for the new PID, and naming as the managing entity, Camp Bowie, Inc., subsequently renamed Camp Bowie District Inc.

Camp Bowie District Inc., (CBDI) has requested that it be permitted to continue managing the City's banner program in the Historic Camp Bowie District areas of the City in accordance with previous agreements. CBDI currently is under contract to manage Public Improvement District No. 19 (Historic Camp Bowie PID). The specific area in which CBDI would manage the City's banner program will conform to the boundaries of the PID. CBDI will manage the banner program in accordance with the City's existing Banner Policy. The term of the proposed agreement will be contemporaneous with the terms of the Public Improvement District Management Agreements between the City and CBDI for administration of the Historic Camp Bowie PID.

**To the Mayor and Members of the City Council****August 2, 2022**

Page 2 of 6

**SUBJECT: Update on Camp Bowie District, Inc. Banner Program in Public Improvement District 19 – Historic Camp Bowie**

As compensation for its management services under the agreement, CBDI will charge and retain the fees set forth in the Banner Policy from entities requesting banner placement in the right-of-way and CBDI will not be subject to payment of any fees. Revenue generated from the banner program shall be retained by CBDI to facilitate the program.

If you have any questions, please call Robert Sturns, Director of Economic Development Department at 817-392-2663.

**David Cooke**  
**City Manager**

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August 2, 2022

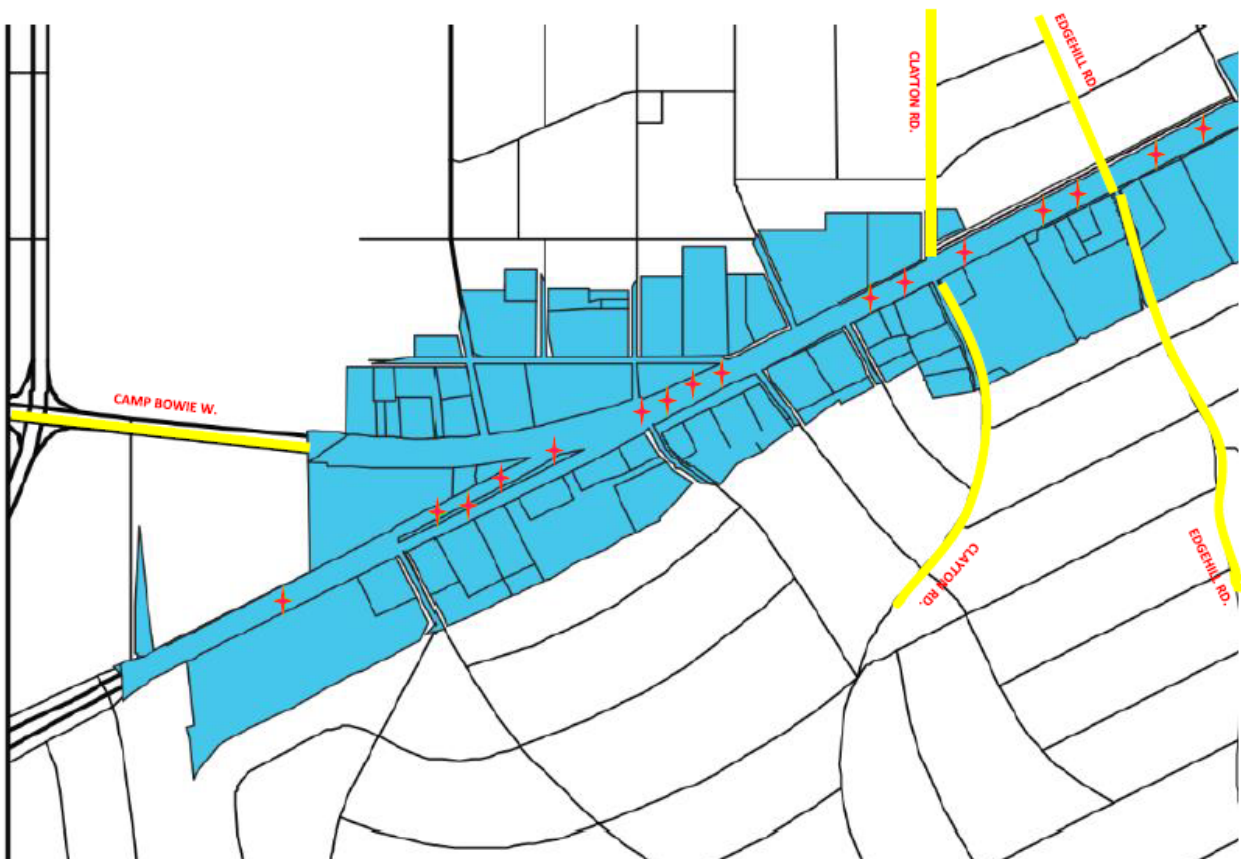
Page 3 of 6



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EXHIBIT A

# Camp Bowie W. – Hilldale Rd.



To the Mayor and Members of the City Council

August 2, 2022

Page 4 of 6



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Hildale Rd.- I-30

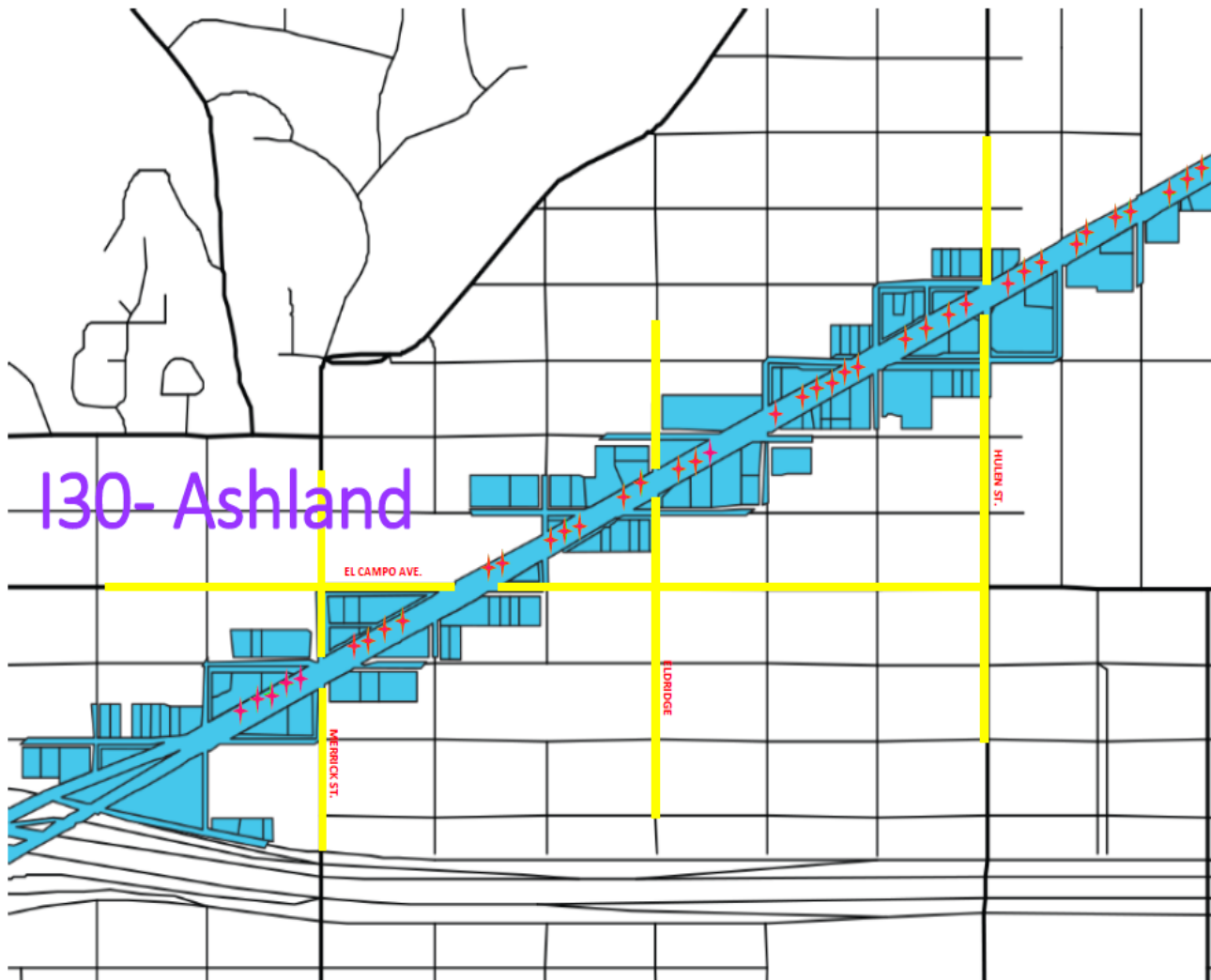
To the Mayor and Members of the City Council

August 2, 2022

Page 5 of 6



**SUBJECT: Update on Camp Bowie District, Inc. Banner Program in Public Improvement District 19 – Historic Camp Bowie**



To the Mayor and Members of the City Council

August 2, 2022

Page 6 of 6



**SUBJECT: Update on Camp Bowie District, Inc. Banner Program in Public Improvement District 19 – Historic Camp Bowie**

